

# Journalism Training

## Training course outline

Provides a thorough grounding in principles, priorities and practices relating to journalism.

On completion, you will have the skills to write news stories, features and press releases, and conduct interviews.



### Course summary

This course focuses on:

- How to write news stories and features.
- Techniques for writing press releases and conducting interviews.
- The role of style and structure and how to improve it.

### Duration

Two days (with option of third day).

### Who should attend?

This course is ideal for anyone who is new to journalism or has to carry out journalistic tasks as part of their work.

As well as developing and refining your journalistic talent, our journalism training courses offer invaluable hints and tips from a seasoned journalist and instructor who has built up a rich knowledge base from years of exposure to the front line of journalism.

### Optional third day

We offer the option of extending this course to three days, allowing more time to focus on writing techniques key to effective journalism, including:

- Principles of effective writing
- The writing process
- Putting pen to paper
- Writing for different audiences
- Editing and proof reading
- The writing process

### In-class or live online

You can attend in-person at our centres, or participate live online from your place of work or home.

To read about our approach to online training, see [armada.co.uk/liveonline](http://armada.co.uk/liveonline).

### General information

Courses are hosted by a seasoned journalist and instructor who has built up a rich knowledge base from years of exposure to the front line of journalism for both local and national newspapers.

Refreshments and lunch are provided.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

### Course materials and certificate

You'll receive:

- A comprehensive training guide and practice files.
- An e-certificate (PDF) confirming successful course completion.

### Method of delivery

Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help you learn the techniques taught.

You have ample opportunity to discuss specific requirements with the trainer.

### After course support

Following training, you're entitled to 30 days' email support from your trainer.

### Further information

See [armada.co.uk/course/journalism](http://armada.co.uk/course/journalism).

### Course syllabus

See over.

## Two-day course syllabus

| Topics                                   | Sub-topics   |
|--|--|
| <b>Introduction</b>                      | What is news and what role does it play in society   |
| <b>News reporting</b>                    | The pros and cons of doing interviews on the phone, face-to-face and by email<br>Preparing for an interview, getting the most out of an interview, and dealing with difficult situations<br>Tips for interviewing celebrities and reluctant interviewees         |
| <b>The art of interviewing</b>           | How to write a good press release, one that will stand out and be noticed<br>What to include and what to leave out, when to send it and when to follow up<br>Examples of good and bad press releases and individual help with your organisation's press coverage |
| <b>Writing press releases</b>            | How to write a press release that will stand out and be noticed<br>Individual feedback on your own organisation's work   |
| <b>Feature writing for your audience</b> | Learn about the different types of features.<br>Lessons on how to structure your feature, and keep your reader interested<br>Practical exercises in writing for different audiences<br>Ideas for writing eye-catching introductions and memorable endings        |
| <b>Sub-editing and proofing</b>          | How to edit your own work and tips when proofreading<br>Some grammatical errors you should try and avoid<br>The characteristics of good writing<br>What makes a good headline and how to write them  |
| <b>Essential law for journalists</b>     | Introduction to legal issues, with examples, and how they might affect you as a journalist: <ul style="list-style-type: none"> <li>• Defamation</li> <li>• Copyright</li> <li>• Contempt of court</li> </ul> The PCC's Code of Conduct                           |

## Optional third day syllabus

| Topics                                     | Sub-topics   |
|--|--|
| <b>The principles of effective writing</b> |  |
| <b>The writing process</b>                 | Before you start writing: <ul style="list-style-type: none"> <li>• Identify your audience</li> <li>• Why you are writing it?</li> <li>• What response do you want?</li> </ul> Readership profiles<br>Doing your research and planning your work<br>Some examples of really effective writing |
| <b>Putting pen to paper</b>                | Five essentials for effective writing<br>Learn what makes a good writing style<br>Guidelines on sentences, paragraphs and structure<br>Different types of structure and things that help give structure to the reader<br>Practise structuring your own work                                  |
| <b>Writing for different audiences</b>     | The differences between feature articles and news stories<br>Individual help with your organisation's press coverage<br>Essential things to remember when writing for the internet   |
| <b>Editing and proof reading</b>           | What to look out for when editing your own work<br>Tips for proofreading, so that you cut out mistakes<br>Developing a house style   |
| <b>The writing process</b>                 | The '6P' model for effective writing   |